

II. ANALYTICAL METHODS DEVELOPMENT AND SUPPORT

A. Objective: To evaluate and recommend analytical methods and new technology in support of programs for R&D and Manufacturing.

B. Results:

1. Monitor

A low delivery smoking monitor (LDM#6), to be used by P.M. USA, P.M. International and the Gulf Coast Countries, was fabricated in Semiworks on October 24, 1988. These cigarettes were equilibrated for 11 days at 60% R.H. and 75°F. Two hundred and eighty-two cases were canned and these have been shipped to Southern Cold Storage. Calibration of this monitor will begin in January, 1989.

2. Firmness

Diagnostic evaluations of the FTR cigarette firmness instrument are being conducted by Chuck Higgins of Development Engineering. Electronic malfunctions have been attributed to interferences caused by environmental vibrations. A modification to the electronic board has been made to shield the signal. Comparative studies are being conducted to determine the influence of this modification.

PROJECT NUMBER: 8101.
PROJECT TITLE: Cigarette Testing Services Division
SECTION LEADER: Jane Y. Lewis
PERIOD COVERED: November, 1988

I. MARKET ACTIVITY

A. Objective: To monitor and report new brand introductions and brand modifications for the domestic and international cigarette markets.

B. Results:

1. Domestic

Brown & Williamson is importing Prince 85 and Prince Lights 85 cigarettes from Denmark. These cigarettes are manufactured by Scandinavian Tobacco International and are being sold in Arkansas. These cigarettes are targeted toward the young adult male smoker. The Prince cigarette delivers 16 mg tar and the Prince Lights cigarette delivers 11 mg tar.

The Liggett Group is test marketing Chesterfield Lights 85 and 100 and Savvy Lights 100 (plain and menthol) and Savvy Ultra Lights 100 cigarettes in St. Louis, Missouri and Peoria, Illinois. This standard priced brand has a \$3.50 coupon that is part of the carton. No tax stamps were on the cigarette packs. The Chesterfield Lights cigarettes deliver 11 mg tar; the Savvy Lights cigarettes deliver 10 mg tar and the Savvy Ultra Lights cigarettes deliver 6 mg tar.

2. International

R. J. Reynolds has introduced Salem Lights King Size (Box) cigarettes in Japan. This brand delivers 8 mg tar, 0.5 mg nicotine and 0.2 mg smoke menthol and is similar in most characteristics to Salem Lights King Size (Soft Pack) currently on the market in Japan.

American Tobacco is exporting Carlton Plus King Size cigarettes to Japan. This brand delivers 6 mg tar and 0.5 mg nicotine.

Brown & Williamson has introduced Capri 100 Box (plain and menthol) cigarettes in Japan. These cigarettes have a 17 mm circumference and the blend contains no expanded stems or expanded tobacco. The plain cigarette uses a different type of reconstituted material than the menthol cigarette. The reconstituted material in the plain cigarette uses softwood fibers, tobacco leaf and stem; the reconstituted material in the menthol cigarette contains no softwood. Capri 100 has a dual carbon in CA/CA filter and delivers 8 mg tar; Capri Menthol 100 has a single CA filter and delivers 10 mg tar.